



my40ride.com



Fortify I-40/440 TDM Partnership

Shelly Parker
Triangle Transit - GoTriangle
NCDOT PTD Conference
January 6, 2014





my40ride.com



PARTNERSHIP



Fortify – Where?





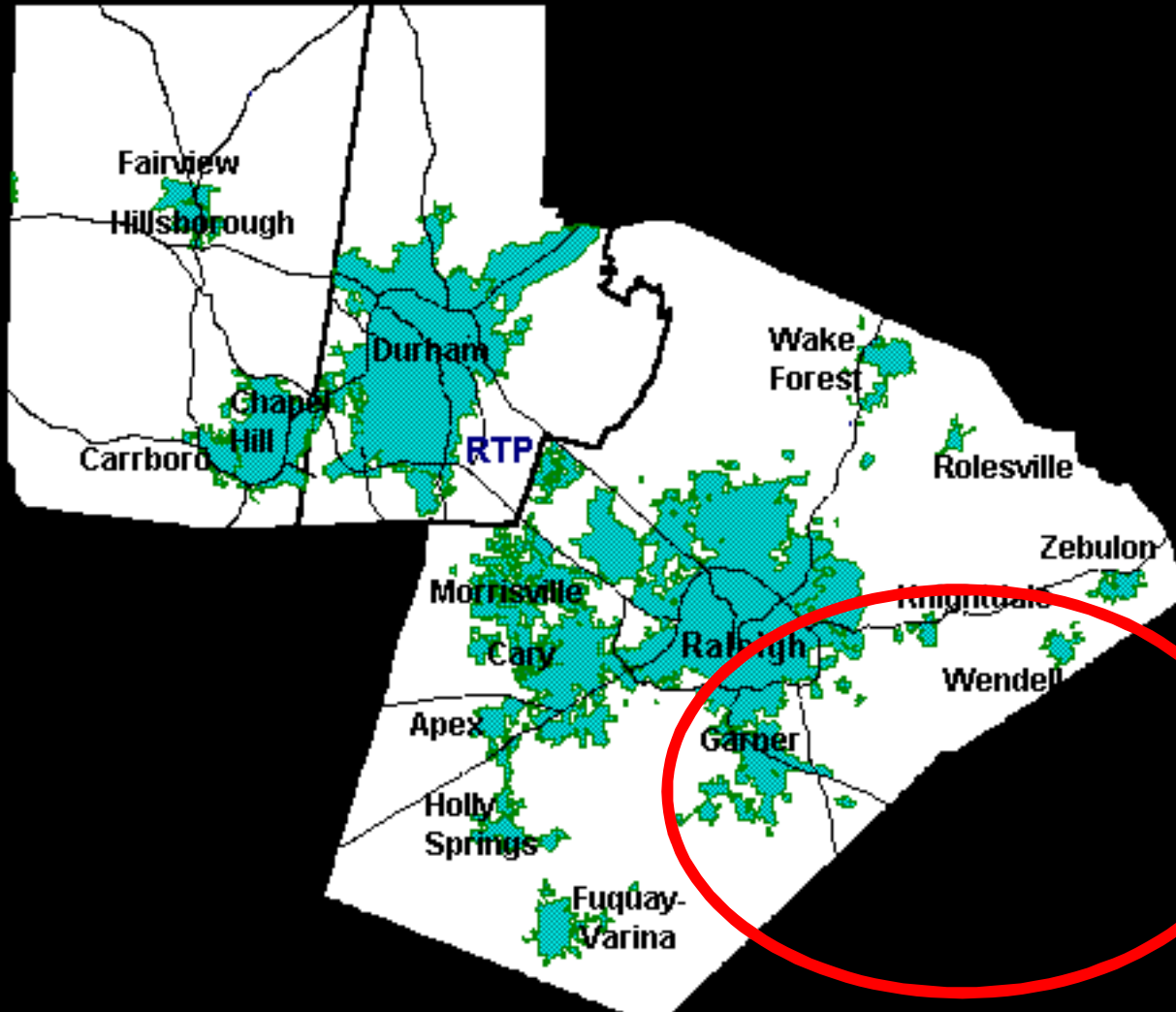
my40ride.com



PARTNERSHIP



Fortify – Where?





my40ride.com



PARTNERSHIP



Fortify – Why?

30 year-old pavement is cracking and crumbling due to a chemical reaction occurring underneath the road, triggered by a substance used in paving several decades ago

- **Replace pavement** along 11.5-mile stretch of southern stretch of I-40 / I-440
- **Extend the lanes** between ramps in each direction at
 - U.S. 1 / 64 (Exit 293) / Gorman St (Exit 295)
 - Gorman Street (Exit 295) / Lake Wheeler Rd (Exit 297)
- Extend deceleration lane – off ramp for Rock Quarry Road (Exit 300B)
- **Rehabilitate 14 bridges** within project zone



my40ride.com



PARTNERSHIP



Fortify – When?

- 36 months
 - 3 ACC basketball & football seasons
 - 3 NHL seasons
 - 3 spring graduations
- Phase I: Started December 16, 2013
- Stage II: Begins by late 2014
- The entire projected is scheduled to wrap up by fall of 2016.



my40ride.com



PARTNERSHIP



Fortify – How?

- Road Construction
- Transportation Demand Management (TDM) Partnerships
- Communication
- Preparation





my40ride.com



PARTNERSHIP



Fortify – Who?

- NCDOT
- Granite Construction
- Transit & TDM Partners
 - Triangle Transit
 - Capital Area Transit
 - GoTriangle
- First responders, businesses, community organizations, media



my40ride.com



PARTNERSHIP



Fortify Partnership – What!?!

- \$12M for use over 3 years
- GOAL:
 - Remove 30,000 cars from the route daily
 - TDM methods to reduce 10,000
- Capital Area Transit & Triangle Transit coordinating:
 - New bus service
 - Increased frequency of existing routes
- TDM Programming through GoTriangle



my40ride.com



PARTNERSHIP



GoWho?

- GoTriangle
 - Family of services
 - Multiple transit agencies across the region
 - Multiple colleges & universities
 - Single customer information center & website
 - Employer outreach services
 - Community events presence



my40ride.com



PARTNERSHIP



GoHow?



Welcome to My 40 Ride, your resource center to ease your way around the 40/440 rebuild project.









Not sure if you're affected?

Ask yourself a few questions about how you get to work:



- 1 Do I normally drive west (into Downtown Raleigh, RTP, Durham, etc.) to get to work?
- 2 Do I live in Zebulon, Wendell, Knightdale, Garner, Clayton, Johnston County or other areas in eastern Wake?
- 3 Do I take I-440, I-40, or Hwy 70 to get to work?

If you answered **YES** to two or more of these questions, then you **WILL** be affected by this project. Want to know more about Fortify, visit their site.



Stay Connected.       

About Contact



Share the Ride >







Fortify Roadway Work Resumes



The holidays are over and Fortify work resumes. Over the next week, the I-440 West lane closures will be extended the final mile to US 64/264 (exit 14) and concrete barriers will replace the orange barrels along that section.

Final roadway prep work on I-440 East will wrap up, followed by lane closures from US 64/264 to the I-40/440 split.


We encourage travelers to plan for additional travel time or find commuting alternatives.

[Read more.](#)


 <h4>Maps</h4> <p>Downloadable and interactive maps of the Fortify Project.</p>	 <h4>Live Traffic</h4> <p>View traffic cameras and get live reports.</p>	 <h4>Transit Options</h4> <p>Minimize delays and hassle with commuting alternatives.</p>	 <h4>News & Information</h4> <p>Get the latest developments on the Fortify project.</p>	 <h4>Employer Resources</h4> <p>Explore transportation options for your employees.</p>	 <h4>Driver Information</h4> <p>Resources to make your commute easier.</p>
---	---	--	---	--	---




Jams



Apps



Contact



your trip starts here



my40ride.com



PARTNERSHIP



GoHow?

– Phase I:

- New Route – Johnston County Express (JCX)
- Increased Frequency on Zebulon Wendell Express (ZWX)

– Phase II:

- 3 New Routes
 - Clayton to Raleigh
 - Southern Cary to Raleigh
 - Raleigh to Fuquay-Varina via Wake Tech
- Increase Frequency
 - Mid-day on RDU to Raleigh
 - Garner to Raleigh
 - Cary to Raleigh



gotriangle.org
your trip starts here



my40ride.com



PARTNERSHIP



GoHow?

Rideshare

- Statewide database, www.STRNC.org
- Vanpool
 - 62 existing routes
 - 2 available vans
 - 5 'new' vans from NCDOT
- Emergency Ride Home



gotriangle.org
your trip starts here



my40ride.com



PARTNERSHIP



GoHow?

- Alternative Work Arrangements
 - Compressed Work Weeks
 - Flex Scheduling
 - Telework



"MY MANAGER IS HAVING TROUBLE
EMBRACING THE NEW TELEWORK POLICY."



my40ride.com



PARTNERSHIP



Get the Word Out



- Traditional Media
- Technology
- Outreach
 - Employer-based
 - Community
 - Household
- Social Media



my40ride.com



PARTNERSHIP



Get the Word Out

- Technology
 - GoLive
 - Call
 - Text
 - Online
 - Smart Phone App
 - Free Wi-fi on buses
 - Emailed service alerts
 - Personalized account for website

gotriangle
G O ▶ L I V E

**Get real-time bus
information**

Save your favorite route info, see where the bus
is on the map and find out real-time bus
predictions stop by stop.

▶ View Now

Sign up for a free account!

Create your account to start your My Ride profile and
save your favorite trips, routes and stops.

Manage your
commute quickly
and easily.

Sign Up »





my40ride.com



PARTNERSHIP



Get the Word Out

Home

Developers

Resources By Agency

Resources By Type

Real Time

RSS

Transit App Center

DEVELOPER RESOURCES

Triangle Transit App Center

[Register your transit app!](#)

Use the pull down menu to select which platform you're using to download your app.

Remember you are downloading a third-party application. GoTriangle is not endorsing anything here: GoTriangle doesn't sell or license these applications. Before you download you should probably search the reviews to make sure you get what you want. If you just want something "official" check out the GoTriangle TransLoc mobile options. Happy downloading!

All

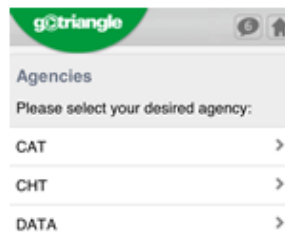


Submit



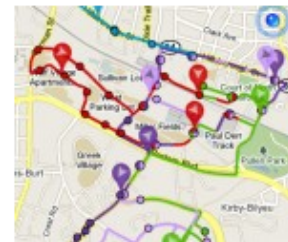
Walk Score

Walk Score built an app that provides a Transit Score for addresses in Durham and helps people find walkable apartments near public transit.



GoLive

See real-time locations of Capital Area Transit, Chapel Hill Transit, Durham Area Transit Authority, NCSU Wolfline, and Triangle Transit buses!



TransLoc Transit Visualization

See real-time locations of Capital Area Transit, Chapel Hill Transit, Durham Area Transit Authority, NCSU Wolfline, and Triangle Transit buses on



Smart Ride for Chapel Hill Transit

Instant access to real-time transit information at your current location. Saves you time with quick access to nearby stops, GPS-based arrival times, a bird's eye



my40ride.com



PARTNERSHIP



Go Get the Word Out

- Technology
 - GoLive
 - Call
 - Text
 - Online
 - Smart Phone App
 - Free Wi-fi on buses
 - Emailed service alerts
 - Personalized account for website

OPEN TRANSIT

Creating Apps to Get You Where You Want
to Go

g@triangle.org
your trip starts here



my40ride.com



PARTNERSHIP



Go Get the Word Out



Facebook

[Click here to like GoTriangle](#)



YouTube

Watch GoTriangle in action!

[Click here to view videos from GoTriangle](#)



Twitter

Follow GoTriangle on Twitter to get the latest updates, news and alerts!

[Click Here to Connect](#)



Pinterest

Follow us as we pin inspirational and interesting bike, transit, telework, and pedestrian-friendly findings from around the web.

[Pin with us!](#)



Blog

[Take time to read the GoTriangle Blog](#)



Foursquare

Check into your bus route for tips from around the Triangle.

[Foursquare](#)



Instagram

Instagram your commute! Don't forget to tag @gotriangle.

[Instagram](#)



Flickr

[Click Here to visit our Flickr Photostream](#)

gotriangle.org
your trip starts here



my40ride.com



PARTNERSHIP



Go Pin It



- July 2011: 1.27M
- July 2012: 29M
- Unique audience
 - 79% female
 - 63% are 35+
 - 50% have children
 - Average 15.8 min.






my40ride.com



PARTNERSHIP




Pin It




Follow Board


22 Pins202 Followers




Transit table


★ 1 ♥ 1

 Pinned by GoTriangle





7 Train Cars Transformed into Houses

 Pinned by GoTriangle




Blue and white striped "mud" room - notice the shelf up top for helmets and the shelves on the wall for sunglasses. Clever.


 Pinned by GoTriangle




K. Bus cabins look nothing like this on the inside in Newfoundland! A very large DIY, but a great one at that. - I love this!


★ 1

 Pinned by GoTriangle





An old bus turned into a home office.


 Pinned by GoTriangle




Sweet!


 Pinned by GoTriangle

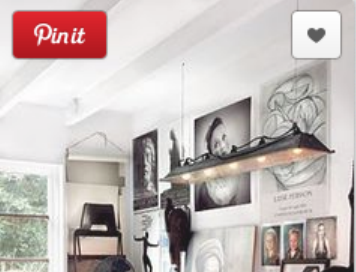





Bike Racks for Office Space











my40ride.com



PARTNERSHIP



Tweet It

[Home](#) [@ Connect](#) [# Discover](#) [Me](#)

Tweets

Following



Followers

Favorites

Lists

Tweet to GoTriangle

Photos and videos



Who to follow · Refresh · View all

Luis Betanzo @LuisBetanzo

Follow

Don Nelson @armadon320

Follow

TransportationNation @Transpo...

Follow

GoTriangle
@gotriangle
FOLLOWS YOU

Promoting transit & sustainable travel in Durham, Orange and Wake Counties. GoTriangle, your trip starts here. Call 919-485-RIDE (7433) for customer service.
Triangle Region, N.C. · gotriangle.org

7,190 TWEETS 1,077 FOLLOWING 2,549 FOLLOWERS

Followed by Walkonomics, I-40 Rebuild, triangletransit and Clean Air Campaign.

Tweets

GoTriangle @gotriangle
Stay safe & dry this morning, Triangle! There's a "polar vortex" on the way. We'll keep u updated on any stop changes. [ow.ly/siYF3](#)
View summary Reply Retweet Favorite More

GoTriangle @gotriangle
@TomRogersIRL Sorry for the late response, get in touch with @RaleighRides!
View conversation Reply Retweet Favorite More

GoTriangle @gotriangle
Have a New Year's resolution? Tweet it at us, then check out some tips for keeping it over at the GoTriangle blog: [ow.ly/sb1CI](#)
31 Dec



my40ride.com



PARTNERSHIP



facebook

Email or Phone

☐ Keep me logged in

Password

Log In

[Forgot your password?](#)



how
do
you
go?

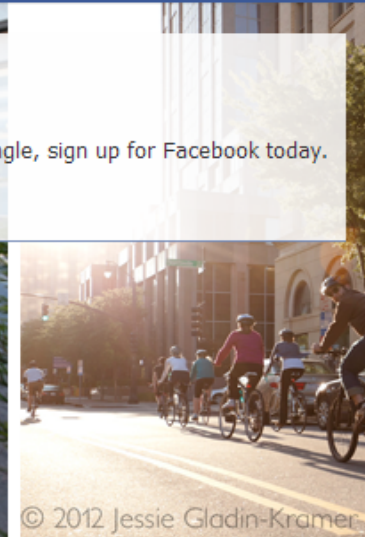


GoTriangle
is on Facebook.

To connect with GoTriangle, sign up for Facebook today.

Sign Up

Log In



© 2012 Jessie Gladin-Kramer

GoTriangle

973 likes · 6 talking about this



Non-Profit Organization

We love it when you don't drive alone. If you're a fan of buses, bikes, carpools, or working from home, we want to hear from you.

About



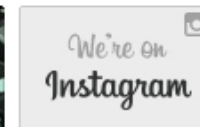
Photos



GoLive



Videos



Instagram feed

3 ▾

Post It



GoTriangle shared NC State Sustainability's photo.

January 2 · 🌐

NC State Sustainability has the right idea!

Recent Posts by Others on GoTriangle

[See All](#)



Robert L. Brown Jr.

📍 Silent Language Photography - All bus systems in the Tria...

👍 1 · December 29, 2013 at 8:49am



my40ride.com



PARTNERSHIP



Dance & Sing About It

Everything doesn't have to be high production
quality and expensive:

<http://youtu.be/i954Dn712wI>

Think of specific audiences. This award winning
video is specific to transit service near
university campuses.

http://youtu.be/j_3wO3osUz0



my40ride.com



PARTNERSHIP



Go Get the Word Out

- Outreach
 - Employer-based
 - Community
 - Household





my40ride.com



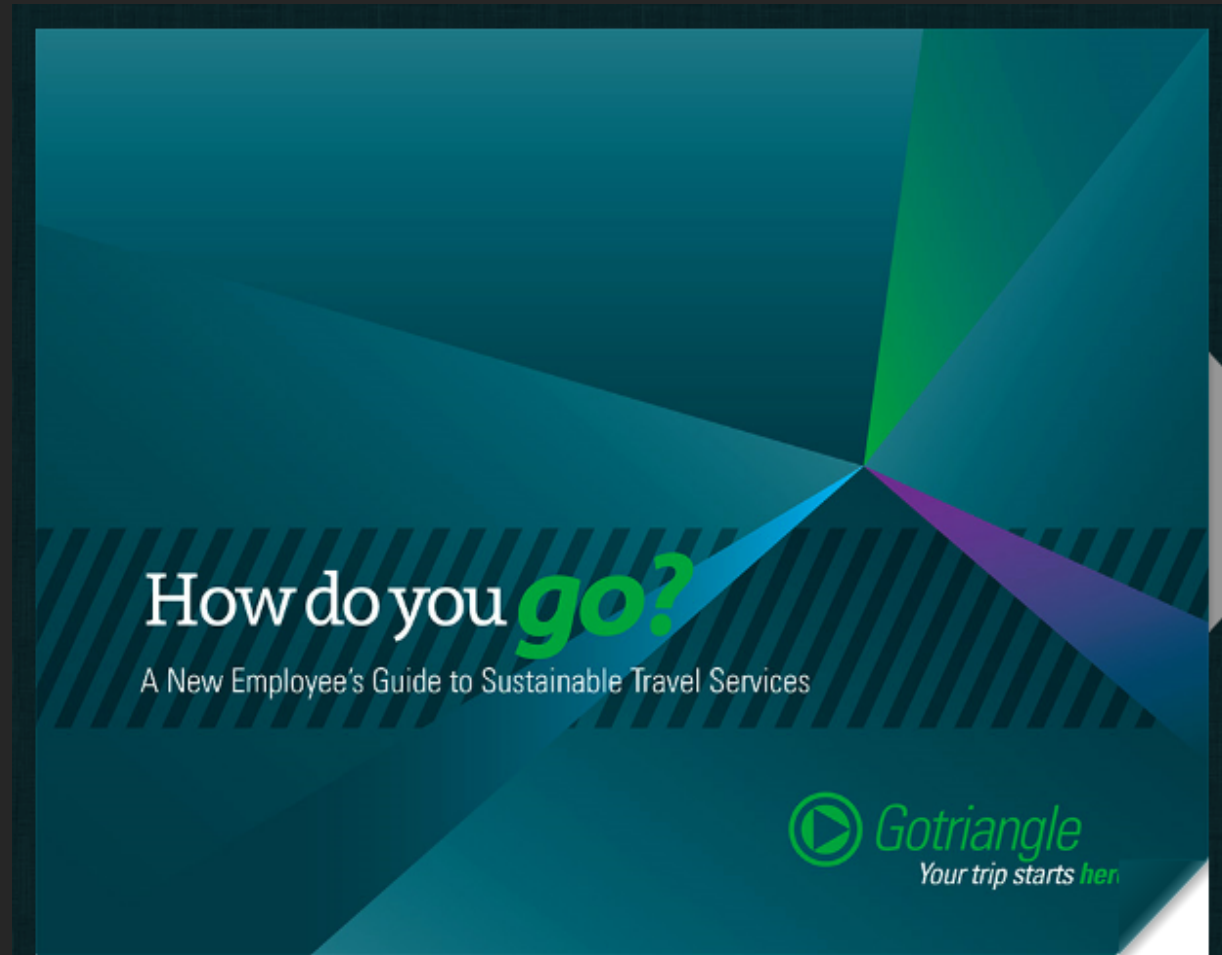
PARTNERSHIP



Go Get the Word Out

Employer outreach

- New Hire Packets
- Lunch and Learns
- Online Resources
- Open enrollment





my40ride.com



PARTNERSHIP



Go Get the Word Out



Community



Outreach

goTriangle.org
your trip starts here



my40ride.com



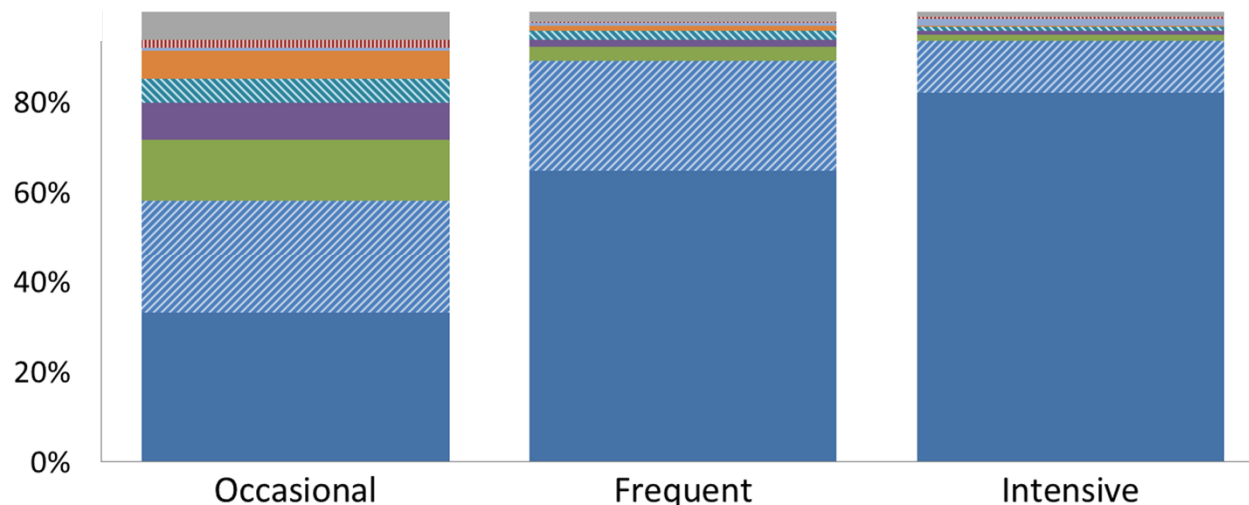
PARTNERSHIP



GoWho?

Q4 What is the one main purpose of this bus trip?

(Source: Triangle Transit Onboard Surveys, 2003, 2009 & 2013)



Other	6%	2%	1%
Social services	2%	0%	0%
Middle or high school	1%	1%	2%
Airport (na in 2003)	6%	1%	0%
Doctor / medical visit	5%	2%	1%
Social visit or recreation	8%	2%	1%
Shopping	14%	3%	1%
College / vocational school	25%	24%	12%
Work	33%	65%	82%



my40ride.com



PARTNERSHIP



GoWho?

- Triangle Area Employees
- Triangle Area Students
- Clayton Area Residents
 - JCX Park and Ride & Route and future Clayton Route
 - 27529 ZIP along corridor
 - Median household income \$64,640
 - 60% white, 25% African American, 11% Hispanic
 - 27527 ZIP nearest town
 - Median household income \$72,208
 - 81% white, 9% African American, 7% Hispanic



my40ride.com



PARTNERSHIP



Go Get the Word Out

Household Outreach

THIS



NOT THIS



gotriangle.org
your trip starts here



my40ride.com



PARTNERSHIP



Go Get 'Em!

- Predict
- Prepare
- Promote
- Prosper



g@triangle.org
your trip starts here



my40ride.com



PARTNERSHIP



Thank you!

Shelly Parker

Manager of Regional Programs

mparker@triangletransit.org

919-485-7439

Lauren Parker

Marketing Manager

lparker@triangletransit.org

919-485-7478

**IF YOU
LIKE IT
THEN YOU
SHOULD'A
PUT A *Pin*
ON IT.**



ASH HENRY / ROB HEWIS

g@triangle.org
your trip starts here